

ABSTRACT OF THE DISCLOSURE

Disclosed is a merchandiser for envelope packaging comprising one or more pair of pinch barriers defining a pinch gap, said gap of a width effective in pinching a pinchable portion of one or more envelope packages proximate to a relatively rigid portion of said envelope packages, and wherein said pinching is to a degree effective in securing said envelope packages within said pinch gap while permitting easy pull removal of said envelope package without damage thereto.